

MULTICHANNEL

## Lexus muses on Santa's magic in holiday campaign

November 21, 2014



*Lexus December to Remember video still*

---

By JOE MCCARTHY

Toyota Corp. brand Lexus is revving up its annual "December to Remember" campaign with more digital components and an updated theme.

[Sign up now](#)

**Luxury Daily**

The December to Remember campaign has become a fixture of the holiday season, and the automaker has used annual twists to keep bow tie-clad Lexus models seeming fresh. The commercials at the center of this year's campaign have a wholesome, family feel and play with the possibility of Santa's tricks.

"Our December to Remember campaign has become one of the auto industry's most memorable seasonal sales initiatives," said Brian Smith, vice president of marketing at [Lexus](#), Orange County, CA.

"We wanted this year's campaign to have a unique look and feel while still maintaining the iconic components of our past commercials, like the big red bow and our holiday jingle," he said.

"This year we put an emphasis on the tradition of storytelling and the magic that plays a role in the holiday season."

## Holiday spirit

Last year, Lexus injected some of the zest and energy brimming from its “Lexus Design Disrupted” efforts into the traditional December to Remember sales event to marry two sides of the brand’s image.

The three television spots chopped up pithy narratives with creative transitions and featured the modern fashion and pop music that played a continual role for the brand in 2013. Since consumers cherish predictability during the holiday season, it was smart that Lexus was able to use the same foundation as previous years while tilting the angle to keep things fresh ([see story](#)).

This year's efforts tilt the campaign back toward good-natured family fun.

All three television spots feature Santa and his merry team pulling off some magical stunt to get a Lexus delivered into a driveway as a voice narrates.

Once the Lexus arrives in its spot, the nighttime landscape lifts to show a family gathered and one of the parents continuing the narration, a storytelling sleight of hand that makes the audience wonder if Santa's maneuvers were simply conjured.

The first spot shows a Santa Express chugging through the night and unloading a Lexus into a driveway.

Embedded Video: [//www.youtube.com/embed/Af0qBP2g9nU](http://www.youtube.com/embed/Af0qBP2g9nU)

### *No Reindeer, Just Rails*

The next spot features Santa placing a tiny box on the ground that mechanically morphs into a Lexus.

Embedded Video: [//www.youtube.com/embed/BC3Rik49FnI](http://www.youtube.com/embed/BC3Rik49FnI)

### *Good Things. Small Packages.*

The final spot shows Santa's elves shepherding a Lexus through a teleporter for delivery.

Embedded Video: [//www.youtube.com/embed/wVe0MkdZy7E](http://www.youtube.com/embed/wVe0MkdZy7E)

### *Toy Delivery Done Right*

The spots will air on network and cable television, sports channels and more. The "Christmas Train," will be translated for Hispanic and Asian American audiences.

A print campaign will use the headline "Perfect Garage Stuffers" to continue to lighthearted tone.

Lexus also teamed up with The Weather Channel for real-time ads based on weather conditions. The automaker will also run advertising on automotive Web sites and in out-of-home venues such as the DC Gallery and Times Square.

Interested consumers can visit the brand's Web site to browse the many December to Remember offers. After clicking the campaign image on the home page, fans are directed

to their nearest dealer where they can begin shopping.

The offers run through Jan. 5, 2015.

### Rising above

Few, if any, automakers have as recognizable a holiday as Lexus does. Many luxury brands spend the season boosting alternative products instead of unleashing a multichannel effort.

Last year, some luxury automakers ramped up promotions for lifestyle products to capitalize on the gift-giving frenzy, but beneath the temporary push was an ambition for strong product lines in categories beyond their stomping ground.

Although the holiday season marks an increase in promotions for automotive lines, products that meet other consumer wants are also gaining a louder voice. While brand diffusion helps to cultivate strong brand loyalists, it can also spread a brand's image too thin ([see story](#)).

Lexus' ambitious December to Remember campaigns likely have positive returns throughout the year.

"We're always looking for creative new ways to engage our customers, so this year we're utilizing The Weather Channel's proprietary WeatherFX," Mr. Smith said.

"This weather-intelligent marketing platform will trigger and deliver All-Weather Drive messaging across multiple platforms to reach a variety of consumers," he said.

"Weather-triggered promoted tweets featuring Lexus All-Weather Drive messaging will also be served on Twitter in an industry-first initiative."

### Final Take

*Joe McCarthy, staff writer on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/XRgx\\_5R8sTU](http://www.youtube.com/embed/XRgx_5R8sTU)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.